

## ABSTRACT OF THE DISCLOSURE

A self-adjusting goods display system maintains a proper shelf level for a display bin containing goods. An implementation has an open bin with side walls having top edges and a moveable shelf to receive a pile of goods. A light source and a light receiver are positioned on the top edges of opposing walls of the bin, and the light source generates light to be received by the light receiver. When the pile of goods is reduced so that the pile no longer obstructs the light from being received by the light receiver a signal indicates a need to raise the general level of the remaining pile contained in the bin. A controller receives the signal and controls operation of a motor to raise the height of the shelf until the remaining pile of the shelf again blocks the light, or the shelf is at a position of maximum height.